



PORTLAND BUREAU OF TRANSPORTATION

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Jo Ann Hardesty Commissioner **Chris Warner** Director

Northwest Parking District Stakeholder Advisory Committee (SAC)	Zoom Meeting August 17, 2022 4:30 p.m. - 6:00 p.m.
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To watch meeting recording go to:

https://us06web.zoom.us/rec/share/Z2l1MZ7LNy5A51phDSUMiDGspBN89nSuMb8uhyXs_s_od8KM75r-tFVHklfMTjEDu.YjeN8jpQtzr_aSTL

Passcode: *#E^6B3e

Meeting Summary

Members in Attendance

Rick Michaelson, Chair (At-Large)
Amy Spreadborough, Vice Chair (NWBA)
Dan Anderson (At-Large)
Jeanne Harrison (NWDA)
Karen Karlsson, (NWDA)
Parker McNulty (NWDA)
Tom Ranieri (NWBA)
Peter Rose (At-Large)
Don Singer (NWBA)
Ron Walters (NWDA)
Alex Zimmermann (At-Large)

Members Absent

Mark Stromme (At-Large)

Portland Bureau of Transportation (PBOT) Staff

Kristan Alldrin, Program Manager
Chris Armes, Division Manager
Stanley Ong, Parking Program Specialist
Nicole Powell, Program Manager
Rae-Leigh Stark, Northwest Parking District Liaison

Consultant Staff

Tray Smith, Inhance
Rick Williams, RWC

Public in Attendance

Allan Classen
Richard Gronostajski
Lana
Steve Pinger
Lewellyn Robison
Kathy Sharp
Greg Theisen
15036803756

Welcome & Announcements

Amy started the meeting at 4:31 PM. Rae-Leigh introduced the new facilitator, Tracy Smith.

Online Permitting System and Permit Reapplication Update

Nicole Powell provided an update on the Zone M permit program. Zone M converted to the online permit system in July 2021. There were some concerns for individuals without internet access or limited computer skillsets initially. These individuals can be helped over the phone. Over the last year, 14 residents in zone M needed assistance to apply for permit over the phone.

In the previous paper system, permit reapplications were not able to be processed on time. Currently, all reapplications are caught up on processing and typically processed by the following business day.

Previously, one can verify if a vehicle had a permit by the physical permit in the window. There is now an online [Area Parking Permit Lookup tool](#) where you can input the license plate number and select the zone to see if the vehicle has an active parking permit.

Rick M asked how do they reconcile that permits issued above the targeted number of annual permits? Rick W said that when they began the program, they record the number of permits parked at any one time and use that to determine peak hour. If they find an area exceeds 85% occupancy, they determine how many permits need to be reduced to bring back to below 85%. Originally, they were determining numbers with fixed permit years. Now, they will need to consider the rolling expiration dates.

Alex asked what the parking policy states for guidelines, and if that can be considered in their algorithm. Is there a sense of what price increases might look like? Rick M said that virtual permits bring an opportunity since they are all in a database now, but they don't have an answer right now.

Peter asked if they do not find a permit associated to a vehicle, do they consider that vehicle a visitor? Rick said that they look at vehicles throughout the day they record the license plate numbers manually. They then compare the recorded license plate numbers with the permit database and anyone who does not have a permit is considered a visitor.

Nicole said that in the first year, there were some issues due to businesses and guests inputting plate incorrectly. License plate numbers for resident permits are matched to the submitted vehicle registration so this was not an issue for these types of permits. They ultimately had the citations dismissed if it was issued due to data entry error. This year, as businesses have gotten used to the online system, the data should be better.

Rick wanted to remind people that in the old system, effort was taken to take permits away when people moved out.

Off-Street Demand and Feasibility Study

Amy introduced the topic and Rick W. This has been discussed in supply subcommittee for several meetings.

Rick W provided an update on the study. Data has been collected in the on-street system in the past, but never for off-street.

Project Tasks

- Off-street parking study - complete
- Asses current code and feasibility of development - complete
- Assess market feasibility assessment – wrapping up
- Understand users – on-going
- Evaluate existing shared parking opportunities - complete

Policy and Code Review

- Reviewed existing parking policy in NW to determine if there are limits in use of city funding and code
 - Shared-use is called out in multiple documents for more efficient use of parking
 - Manual allows use of Net Meter Revenue for investments in increasing off-street parking supply
 - Also requires TDM strategies to be implemented (already being done) and for performance-based pricing (implementing soon)
 - Commercial Parking is allowed in some capacity on nearly every parcel within the district, except in the CM1 zone.

Market Feasibility of New Parking Development

- Determine the cost of development and if it is feasible. Identified land use hot spots and potential private partners.
 - New parking costs \$45,000 to \$105,000 per stall
- Identify where land development is likely to occur
 - Existing surface parking lots are often future development sites
 - Many parcels are very small
- Identify potential private partners for new parking development
 - There is both interest and trepidation by potential private partners

User feedback and public outreach

- Tried to engage those who are not often included in public processes
- Listened to user needs and ideas for change and improvement
- Participated in District Open House
- Online Survey open through end of August
- Focus Groups comprising of employers, employees, residents, residents with income-based permits

Off-Street Analysis

- On-street parking is heavily used and constrained.
- Highest concentration of on-street occupancy constraint occurs south of Lovejoy
- Very high concentrations (more the 50%) of Zone M permit holders, especially south of Lovejoy
- There is a relationship of how many Zone M permits are issued with on-street occupancy constraint

Shared Parking Opportunity Analysis

- There 107 sites that have more 15 built stalls.
 - The other 350 sites in the district have 15 or less stalls, so they would not be good candidates for shared-use.
- Of the 107 sites, they used the industry standard for determining the efficacy of a shared-use program and you usually need 40 empty stalls during the peak hour.
 - Reducing the threshold to 30 empty stalls only added six additional potential sites.
- Only 10 sites met the shared parking opportunity standards.
 - Six of the ten opportunity sites are located north of NW Raleigh Street, in an area where there is currently little constraint in on-street parking
- Created two subzones based off occupancy data
 - In Area A (Between Johnson and Quimby, from 20th to 23rd), has 2 opportunity sites, with an additional site just outside the eastern boundary
 - In Area B (Between Hoyt and Davis, from 18th to 24th) does not have any opportunity sites
- If new off-street parking is going to be built, it would be most beneficial in Area B and second most beneficial in Area A.

Next Steps

- Consolidating all of the study elements into a draft document to submit to PBOT by the end of the month
- Supply subcommittee meeting in September to discuss draft recommendations
- Come back to the September committee meeting to further discuss the draft report
- Publish final report in October

Discussion

Ron said that the analysis would be different on a Timbers or Thorns game day. He thinks the solutions would be different for a game day compared to an average day.

Alex asks if this considers last month's statewide decision that the Land Conservation Development Commission made about no parking minimums. Rick W said that its not in the forecast since they are looking at existing parking that can be used now, and where new development is likely to occur and is it near where the district needs new parking. The zero minimums will affect the developer's decision of how much parking they will build. It does not prevent them from building parking. It could in the long term drive down the amount of parking being built.

Ron asked why the Good Sam lots do not appear as shared-use opportunity sites in Area B since they are available during nonpeak times and if they only looked at the peak hour. Rick W said that they collected data from 8 am to 9 pm on an hourly basis on a typical Wednesday and Friday. All of the lots will have lower occupancy when you get to 6 or 7 pm. Ron said that Good Sam has stated a willingness to share parking after 5 pm on weekdays and all day on weekends. There are six or seven off-street lots that have almost 1,700 parking spaces. This is a source of already built parking that is available after 5 pm everyday and on weekends. If we can solve this type of problem for businesses like the movie theater, they will be OK with parking after 5 pm or on weekends.

Ron said that this map does not properly highlight how much parking is available in the Area B at Good Sam. It's not just during Timbers and Thorns game day, but that's when it would probably be most beneficial. Rick W said that they have heat maps for all the Good Sam facilities throughout the day on an hourly basis. They can provide that when they get to the topic of Timbers and Thorns, and to individual users of the district. However, this study focused on the constraint of the on-street parking system so that's beyond the scope. A shared-use program for events is an option that can be pursued.

Amy said that the Supply Subcommittee is working with Legacy Good Sam. People have the ability to park in their public lots right now, but there is a desire for a more formal agreement.

Public Input

15036803756 – asked if people going to timbers games being directed to parking at Legacy Good Sam? There are a lot of patients and people with mobility challenges, what is being done to address aggressive drivers? Around games, vehicle traffic tends to get inhospitable. Amy said that if parking at Good Sam is used for after hours parking, that they need to be cognizant that it is a hospital facility.

Greg asked if the yellow and green in the map of potential share-use opportunity sites indicates that the lot is surface parking or structured parking. Rick W said that the colors on the map indicate the occupancy rate of the off-street parking. The number in the boxes refers to a Lot ID in a larger table that also indicates if the facility is a surface lot or structured, as well as land use.

Greg also said that he does not think any land use in NW Portland currently has a parking minimum.

Timbers and Thorns Study and Business Outreach

Timbers Thorns Study

Rick provided an update on the Timbers and Thorns Non/Match Day Parking Studies. They are currently in the process of collecting data. This has been done only for the Timbers in the past, and they are now also looking at a Thorns match day based off committee feedback last year. They will be collecting data in approximately 1,400 on-street parking stalls inside of the Restricted Event District, as well as a total of approximately 700 on-street parking stalls in two control areas outside of the Restricted Event District.

- Four August Studies
 - 2 match days, 2 non-match days
 - 2 weekdays, 2 weekends
 - 5-11 pm
 - Was 6-11 pm in 2019
- 2,159 total stalls
 - 1,786 metered
 - 376 signed

Changes this year in event day parking management strategies during events

- Thorns now part of event day restrictions
- Hourly parking rate is now \$4/hour during events instead of the regular \$1.60/hour regular meter rate
- No longer able to feed 2-hour meters
- Virtual permits instead of paper permits

Metrics to track

- Hourly occupancy
- Unique vehicles
- Average duration of stay
- Event Restricted Event District vs Control Areas.
- Turnover rate
- Violation rates
- Virtual permits

Data collection is mostly complete. One day of data collection left for a weekend Thorns game on Aug. 27.

Business Outreach

Stanley reviewed the business outreach component when looking at parking during Timbers and Thorns games. Survey previously administered to businesses in March 2022

- Only 21 businesses completed the survey
- Overall business impact was mixed.
 - Same number of businesses reported net positive impact when compared to businesses that reported net negative impact.
- Changes in parking management strategies during Timbers and Thorns games implemented in February may not have had enough time to change behavior.

Changes to survey administration and outreach efforts

- Timing/Timeliness – It is now towards the end of the soccer season
- Add questions to determine impact of new parking management strategies
- Shorter intercept survey for frontline employees
 - Employees had verbally shared thoughts during March survey
- Rely on NWBA emails to encourage businesses to take full survey
 - Postcards sent to NW businesses did not appear to increase survey response.

Next steps

- Full survey will be open online between August 29 and September 18
- Employee intercept survey September 1 or 9
- Will prepare materials for NWBA and NWDA to share
- Report findings to committee in October or November

Discussion

Tom asked to clarify who the survey is being administered to. Stanley said that the March survey targeted business owners and higher level managers. When door-to-door outreach was done to encourage frontline employees to encourage owners and management to complete the survey, frontline shared their experiences and thoughts. This time, we will still administer the full survey to business owner, but will have a shorter survey for frontline employees that we will ask while we are out there. Tom asked if we are settling for the employees since we are unable to get the business owners. Stanley said that we are still

going to ask the full survey to business owners, and that we will ask a shorter version to frontline employees to formalize what we hear from them.

Don said that we need to be careful in putting too much weight on the employee's reaction aside from their personal experience since the employee might not understand the impact of Timbers and Thorns games on the business. Stanley said that part of this is to try to collect feedback just in case the business owners do not complete the full survey. Don said that we won't be able to get a sense of the bottom line from an employee or server. They don't know what the bottom line or impact is. It sounds like you're collecting responses for the sake of collecting responses.

Rae-Leigh said another reason we want to talk to employees is because one of the reasons they made changes in parking management strategy is to help employees find parking. Although the employees should be using a Zone M permit; if the occupancy has improved, they should have an easier time to find parking more quickly than before. Don said that those type of questions are relevant; but in terms of the impact on the business, that should not be asked of the employees.

Rae-Leigh said that we would love any input to reach business owners. We can make the survey as short as possible. Amy asked how many responses from business owners would we need to feel like we received a good sample. Rae-Leigh said that we will need to look at the number of businesses in the district, but will need to look into it more.

Alex said that if we are trying to look at an accurate representation of the population. She's not sure if we are looking at the rate of BIPOC-owned businesses. Rae-Leigh said that we talked about doing that for this survey, but PBOT has specific requirements when asking demographic questions and we would be limited to asking about the specific person taking the survey. We are asking businesses about the type of business they operate. One thing that we were worried about was that if only one type of business such as bars completed the survey, that would skew the results.

New Business

15036803756 said that they are a resident of the neighborhood and received a postcard. There are three things that disturbed her as a resident:

1. Virtual permits
2. Violation rates
3. Prohibition on meter feeding

She lives in the neighborhood and was unable to participate in the virtual permit program. She is also concerned that we are not sending postcards for the business survey and that the survey is an online survey. Some people don't do things online due to a disability or other reason. Amy said that as permits move to an online environment, PBOT has made accommodations for people who have difficulties using the internet. Regarding meter

feeding, that was part of a conversation about meter changes in the district. 15036803756 wants to remind the committee that not everyone has a smartphone.

Tracy said that Nicole had put a comment into the chat that PBOT can assist someone over the phone with their permit application at 503-823-2777 Monday through Friday, from 8 a.m. to 4 p.m.

Rae-Leigh said that she will reach out to the caller by phone.

Stanley wanted to clarify what meter feeding is. Meter feeding is not something that is exclusive to smartphone users, but is the act of paying for additional time beyond the established time limit. At meters that have a time limit of 2 hours or less; once you hit the limit, you have to park at another location. You cannot continue to pay the meter. 15036803756 said that is what she feared.

Meeting adjourned at 5:58 pm.

Chat Messages

Alex Zimmermann - Welcome Tracy! Appreciate you joining and working with us.

Tracy M. Smith - Thank you

Nicole Powell, PBOT (she/her) - As a reminder to folks, the rolling year is for residential permits only. Not the business permits, those are still fixed year Sept 1 - Aug 31, with Mar 1 prorated.

greg theisen - I don't believe there are parking minimums in NW, or at least in the commercial and residential zones. The hospital may have a unique requirement.

jeanneharrison - I believe you're correct.

greg theisen - Is green surface and yellow structure? Or all they all surface?

Alex Zimmermann - Glad to hear that the voices of frontline workers working directly with the public will be included, they certainly get a lot of personal experience with visitors

Nicole Powell, PBOT (she/her) - We can always assist someone over the phone at the following hotline number 503-823-2777. We have folks available to chat M-F during business hours.

8-4pm typically

8am

Rick -

Nicole, how do we get the link to verify permits from license plates?

Nicole Powell, PBOT (she/her) - <https://www.portland.gov/transportation/parking/appp-info/online-application#toc-area-parking-permit-look-up>

That is the link to the permit look up tool

PBOT Action Items

- Determine desired number of Timbers/Thorns survey responses from business owners
- Reach out to the member of public who attended by phone and gave public comment